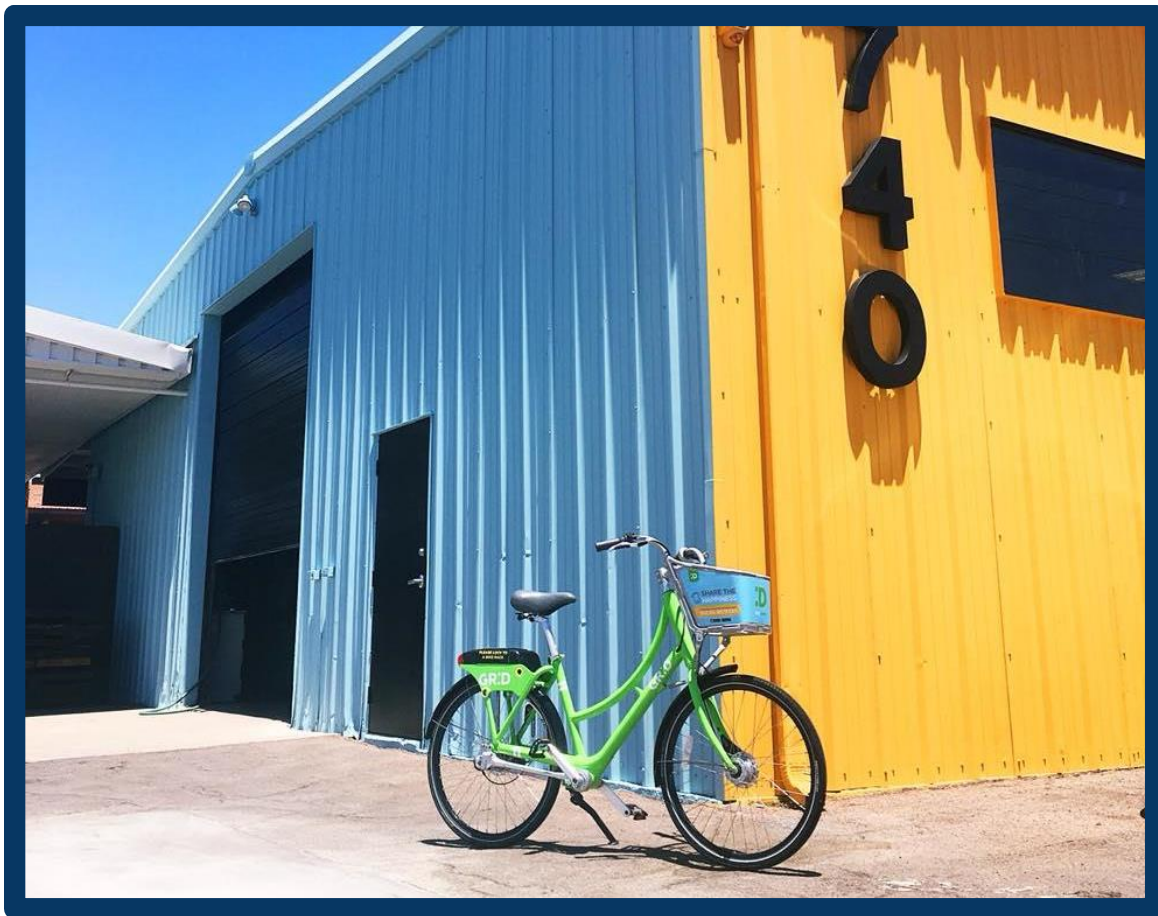




BIKE SHARE

June 1 - June 30 2018 Report Tempe



GRID Bike Share is Operated By:



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System Snapshot

Table 1

Stations/Bikes	Full System	Tempe Only
Active Regular Stations	116	32
Active Virtual Stations	8	0
Active Bikes (averaged over the month)	893	N/A
Trips		
Total Trips	7,102	2,496
Trips Per Day (average)	236	83
Utilization Rate (trips per bike per day)	.26	.28
Active Members		
Total Membership	24,870	N/A
Monthly/Yearly Plans	773	N/A
Pay-As-You-Go & 7 Day Plan	24,097	N/A
Revenue		
Total Revenue	\$22,269.79	\$2,634.32
Maintenance/Customer Service Activity		
Total CS Cases Created	98	N/A

Due to current limitations in the Social Bicycles data tracking software, not all GRID system data can be split by city. Trip data for each city can be extrapolated by using data from trips started inside a specific system area (in this case the Tempe system area). Unfortunately membership and customer service data as well as some trip data are not linked to the location of a users first sign-up or home system area at this time and therefore this city-specific data shows as N/A in this report.

Membership

New/Total Active Members (Full System)

Table 2

Membership Type	New Sign Ups	Total Active Members
Student	25	277
Monthly	25	205
Annual	0	146
Other	3	145
Pay As You Go	672	24,044
7 Day Pass	84	53
TOTAL	809	24,870

Trips

Cumulative Trips Per Day of the Week

June 2018 (Tempe Only)

Table 3

M	T	W	Th	F	Sa	Su
324	315	363	356	424	405	309

Trip Initiation Method (Tempe Only)

Table 4

Mobile	228
Keypad (manually entered)	2,211
Keypad RFID Card	54
Website	3

Table 5

	June (Full System)	YTD	Tempe Only	YTD
Total Trips Taken	7,102	59,690	2,496	24,655
Total Miles Ridden	10,546	95,664	4,210	40,765
Avg Trip Distance	2.1	2.2	1.7	1.7
Avg Trip Time	25:42	27:37	22:34	21:21
Avg Weekday Trips	239	300	85	141
Avg Weekend Day Trips	231	367	79	125
Holds	258	2,892	N/A	N/A
Ended out of Hub	2,810	21,409	1,242	12,266
Ended out of System Area	26	162	13	59

Determining the start area of a trip with a Hold is currently not possible due to limitations in the Social Bicycles tracking software. Therefore, the count of holds is only displayed as a part of the "full system".

Trip Stats by Member Type (Full System)

Table 6

Member Type	June Trips	%	Trips YTD	% YTD
Pay-as-you-go	2,654	37%	22,934	38%
7 Day Pass	359	5%	4,421	7%
Annual	412	6%	3,105	5%
Monthly	804	11%	6,892	12%
Student	2,419	34%	19,527	33%
Other	454	6%	2,811	5%
TOTAL	7,102		59,690	

Saturday, June 16th was the highest day for regional ridership with a total of 375 trips taken. For trips originating in the Tempe service area, Saturday, June 16th was also the top day for ridership with 124 trips taken.

Table 7

Member Type	June Trips	%	Trips YTD	% YTD
Pay-as-you-go	902	36%	8,445	34%
7 Day Pass	110	4%	1,783	7%
Annual	24	1%	243	1%
Monthly	258	10%	2,597	11%
Student	1,147	46%	11,348	46%
Other	55	2%	239	1%
TOTAL	2,496		24,655	

Trip Stats by Member Type (Tempe Only)

Station Performance

Regional Station Performance

Table 8

Top 10 Origin/Destination Stations	Total In/Out	Bottom 10 Origin/Destination Stations	Total In/Out
P129 5th St / Roosevelt St	470	P151 3131 S. Central Ave (Audubon Center)	0
T20 Tempe Center for the Arts	429	P174 Washington St / 2nd St	0
P106: 1st St / Washington St (Sponsored by SRP)	364	M114 MacDonald and 1st. Ave (Alhambra Hotel)	0
T17 Tempe Beach Park	355	M121 2nd Ave. and Center	0
P125 Pierce St / 1st Street	347	M101 University Dr / Center St (Mesa Amphitheater)	0
P127 Central Ave / Roosevelt St	286	M103 Centennial Way / 1st St (Library)	0
P124 3rd St / Taylor St	268	M104 Macdonald / 1st St (Museum of Natural History)	0
P120 Central Ave / Taylor St (Sponsored by SRP)	263	M111 Broadway / Olive	0
P109 Adams St / 1st Ave	257	M122 462 N. Drew St. (Drew Community Park)	0
P123 5th Ave / Fillmore St	255	T32 North Tempe Multigen Center	0

Tempe Station Performance

Trips started and ended at each station in the Tempe service area

Table 9

Station Name	Racks	In	Out	Total	Low [%]	Full [%]
T20 Tempe Center for the Arts	10	217	212	429	0.32	12.35
T17 Tempe Beach Park	25	185	170	355	0	0
T14 College Ave / University Dr	15	86	112	198	0	0
T16 Apache Blvd / Rural Rd	15	79	88	167	0	0
T03 Rural Rd / Terrace Rd	11	93	72	165	1.7	0.14
T02 3rd St / Mill Ave	9	74	82	156	1.19	0
T24 Westside Center	10	46	103	149	0.21	0
T25 University Dr. / ASU Student Housing	23	64	82	146	0	0
T11 University Dr / Mill Ave	20	57	79	136	0	0
T29 Tempe Town Lake Marina	9	61	61	122	0	0
T01 5th St / Forest Ave	20	59	62	121	0	0
T28 Rio Salado Pkwy / Mill Ave	10	44	64	108	0	0
T26 ASU Memorial Union	25	42	64	106	0	0
T18 Neil Giuliano Park	15	42	62	104	0	0
T31 6th St / Mill Ave	15	34	39	73	0	0
T13 College Ave / Apache Blvd	15	34	38	72	0	0
T21 Forest Ave/ Lemon St. (Gammage)	20	34	36	70	0	0
T04 Apache Blvd / Dorsey Ln	10	17	43	60	0	0
T27 McAllister Ave / Apache Blvd	25	23	36	59	0	0
T15 8th St / Dorsey Ln	10	14	29	43	0	0
T05 McClintock Dr / Apache Blvd	15	13	26	39	0	0
T09 Washington St / Center Pkwy	9	16	20	36	0	0
T12 Rural Rd / Southern Ave	10	7	20	27	0	0
T08 Apache Blvd / Price Rd	10	8	11	19	0	0
T19 Kiwanis Park	15	3	12	15	0	0
T06 McClintock Dr / Rio Salado Pkwy	10	5	6	11	0	0
T30 Evelyn Hallman Park	8	3	6	9	0	0
T07 Smith-Martin / Apache Blvd	10	4	4	8	0	0

T23 Escalante Center	10	2	6	8	0	0
T10 Washington St / Priest Dr	10	3	3	6	0	0
T22 Baseline Rd / Priest Dr	10	0	2	2	0	0
T32 North Tempe Multigen Center	10	0	0	0	0	0

Environmental Impact

Table 10

	Full System	YTD	Tempe Only	YTD
Calories Burned	421,852	3,826,583.6	168,400	1,630,600
Carbon Offset	9,300 lbs	84,204 lbs	3,704.8 lbs	35,873.2 lbs

*Calorie calculation is based on a Wisconsin State Health Department study that assumes cyclists burn an average of 40 calories per mile.

*Carbon offset calculation is based on an EPA source that states automobiles emit an average of .88 lbs of CO₂ per mile and an assumption that the trip was taken in lieu of driving a car the same distance.

Maintenance & Rebalancing Operations

System-Wide Operations Data

Table 11

	System Wide	Tempe
Average number of bikes in service each day	893	N/A
Bikes inspected in field	1,723	551
Bicycles repaired	137	48
Average bike repair time	30 min	30 min
Bikes lost or stolen	7 (all recovered)	4 (all recovered)
Graffiti Cleaned	2	0

Tempe: 1 bike was thrown into Tempe Town Lake and recovered.

Tempe: 3 bikes stolen and recovered

Phoenix: 3 bikes stolen and recovered

Out of Station Lock-Ups in Tempe

Of the 4,031 trips started in the Tempe system area in June, 1,287 were ended outside of a station. Some of the top out-of-station lock up areas were scattered across the ASU campus, Tempe Beach Park, Tempe Marketplace Shopping Center, Marina Heights, Farmer Arts District, the intersection of South Rural Rd. and East Apache Blvd., and the Safeway Market complex located at South Rural Rd. and East Broadway Rd.

Reported Repairs/Issues (Full System)

Table 12

	Type of Issue	June	YTD
1	Other	405	1,348
2	Seat	7	41
3	Shifting/Pedaling	14	151
4	Lock	24	172
5	Keypad	13	212
6	Brakes	4	53
7	Flat Tire	51	257
8	Lighting	7	41
9	Frame	3	27

Compared to the previous month there was a 1.27% increase in repairs/issues reported by users via the bikes on-board keypad. In June, 7.43% of all trips resulted in a user submitted repair request.

Customer Service Reporting

The top customer service contact category for the GRID system in June was Charges.

Table 13

Reason For Contact	June Created Cases (Full System)	YTD
Member Inquiries	18	232
Billing	6	106
Account Management	12	133
Bike Issue	4	93
Charges	19	137
General Education	8	96
Operations	16	211
Sign Up	3	46
Hub Request	7	21
Partnerships	5	24
New Program Request	0	1
Total CS Cases Created	98	1,100

Customer Service Responsiveness (Full System)

Table 14

Time of call/email request	
Avg time to answer	60 seconds
Avg duration of call	3 min 48 sec

Agreed Service Levels for Operations within the Tempe System Area

Table 15

	Performance Metric
System operations fully operational (%)	100%
All stations fully operational (%)	100%
Bicycles fully operational (%)	100%
Website fully operational (%)	100%
Backend servers fully operational (%)	100%
Avg response time this month (technical issues, breakdown)	30 minutes

Financial Summary

In June, the average revenue for the full system was \$19.62 per bike and \$2.04 per trip.

Table 16

Revenue Category	Full System	% of Total	Tempe Only
Membership Fees	\$4,369	20%	N/A
Ride Fees	\$10,308.79	47%	\$2,798.32
Out of Hub Fees	\$0	0%	\$0
Out of System Area Fees	\$120	1%	\$20
Rider Bonuses Given	-\$1,028	-5%	-\$184.00
Ad Revenue	\$8,500	38%	
TOTAL	\$22,269.79		\$2,634.32

*Data has not been audited and is only to be used as an approximation of Gross Revenue

Marketing Summary

Social Media

Table 17

Social Media Outlet	Impressions
Facebook	1,765
Twitter	18.4k
Instagram	2,793

Events

Table 18

Event Name	City	Date
Hayden Ferry Outreach	Tempe	6/19
Capitol Rideshare Outreach	Phoenix	6/26

Weather

Table 19 (Source: www.wunderground.com)

June	Trips	high	low	avg	Precip. (in)
1	302	100	75	88	0
2	259	106	74	90	0
3	205	108	76	92	0
4	228	110	78	94	0
5	212	106	79	93	0
6	256	105	79	92	0
7	249	103	75	89	0
8	239	107	78	93	0
9	195	108	79	94	0
10	176	106	78	92	0
11	224	107	77	92	0
12	205	109	73	91	0
13	248	109	87	98	0
14	224	109	90	100	0
15	270	95	82	89	0
16	375	82	74	78	0
17	220	100	74	87	0
18	251	101	73	87	0
19	224	103	76	90	0
20	292	109	79	94	0
21	248	110	80	95	0
22	230	111	82	97	0
23	217	109	83	96	0
24	163	105	81	93	0
25	215	106	82	94	0
26	222	110	80	95	0
27	218	110	83	97	0
28	195	109	85	97	0
29	266	105	82	94	0
30	274	104	79	92	0